



#10/Amendment
L. Ellis (M)
Patent
Att'y Docket No. 12832/100158
8-1504

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

LIGHT, Elliot D. et al.

Serial No.: 09/559,778

Filed: April 27, 2000

For: METHOD AND APPARATUS FOR AUTOMATIC
PLACEMENT OF ADVERTISING

Examiner: J. Zurita

Art Unit: 3625

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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GROUP 3600

RESPONSE TO OFFICE ACTION

Sir:

In response to the November 19, 2003, Office Action, and as a submission with the attached Request for Continued Examination, reconsideration of the rejections is requested based on the following remarks. A notice of appeal was filed on February 13, 2004, and the attached Petition for Extension of Time extends the due date.

CLAIM AMENDMENTS

All claims are identical to those submitted in the immediately preceding response to office action, dated September 3, 2003.

80. (Previously presented) A method for purchasing an item over a network, comprising:

receiving, from a data subject, an offer associated with a data recipient and a message including a network communication device software identifier;

determining whether the data subject is registered;

determining whether the data recipient is authorized;